

# PILOT ACTIONS TO DEVELOP A FUNCTIONING MARKET FOR ENERGY PERFORMANCE CERTIFICATES

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## ABSTRACT

The overall goal of this project is to accelerate the successful introduction of energy performance certificates. They should become an effective instrument in terms of improving energy efficiency in buildings by developing a functioning market for energy performance certificates.

The project will have a focus on the regional level, as a lot of key actors in the building sector act on a local and regional level. Practical pilot actions in six European regions will be carried out and the successful introduction of energy performance certificates into the market will be prepared – already before 2006.

### The objectives of these actions are:

- Creating regional information and competence centres which will disseminate their practical experiences
- Carrying out pilot actions for two important target groups: public buildings and apartment blocks Supporting these target groups in the broader implementation of energy performance certificates through information, tools and advice
- Developing training for independent experts to assure a sufficient number of qualified experts
- Developing guidelines and accreditation schemes to assure the quality level of the certificates and experts; developing implementation and quality assurance procedures
- Organising a platform for a regular and up to date exchange of experiences among key actors across Europe

### What is special about this project?

- Network also of regional key actors: While communication presently takes place on national and European level only, this action will form a network of regional key actors.
- Market and implementation oriented focus: At the moment the main issue is the methodology for calculating the energy performance. The present project, however, focuses on the market mechanisms, raising the awareness, testing the implementation and giving support for the start phase of issuing energy performance certificates.
- Specific implementation support: The project does not end with the pilot actions. Specific activities will support the broader implementation among public authorities and housing companies

## KEYWORDS

Energy performance certificates, energy efficiency, building directive, public buildings, residential buildings, qualification, information

## PROJECT TARGETS

The overall goal of this project is to **accelerate the successful introduction of energy performance certificates**. They should become an **effective instrument in terms of improving energy efficiency** in buildings by developing a **functioning market for energy performance certificates**.

The project has a focus on the regional level, as a lot of key actors in the building sector act on a local and regional level. Practical pilot actions in six European regions will be carried out and the successful introduction of energy performance certificates into the market will be prepared – already before 2006. The gained experiences will be provided and disseminated, which will be of great benefit for the general implementation of the Directive from the beginning of the year 2006 on. Other countries and regions will be able to benefit from the pilot experiences.

**The BUDI project consortium consists of a partnership of 6 European countries:**

- Germany (Berlin Energy Agency (BE))
- Finland (Jyväskylä Teknoliakeskus Oy (JSP))
- Ireland (City of Dublin Energy Management Agency (CODEMA))
- France (Rhonalpennergie-Environnement (RAEE))
- Slovenia (Building and Civil Engineering Institute (ZRMK))
- Austria. (LandesEnergieVerein Steiermark (LEV))  
and (Graz Energy Agency (GEA) as Coordinator)

**EXPECTED RESULTS**

The direct outcome of this project will be an accelerated and successful introduction of energy performance certificates for buildings in the six participating regions, especially for the target groups public authorities and housing companies. Furthermore, it will facilitate an exchange of experiences among regional actors in Europe.

In particular:

- **60 energy certificates for apartment blocks** (10 per country) and **48-60 for public buildings** (8-10 per country) will be issued before the year 2006; at least **48 certificates for public buildings will be placed to the public.**
- Increased awareness and a positive attitude towards the energy performance certificate in general and in the two target groups in specific: **300 more certificates committed by the end of the project.**
- **Ready to use information material for the two target groups** and the general public; for other regions in the participating countries and also for other regions in Europe.
- **At least 72 more experts trained** and ready to work on the calculation of the certificates and giving advice to the building occupants.
- Developed models for **accreditation schemes for experts, for implementation and quality assurance procedures**, which can be used by other responsible authorities.
- A web-site and a project leaflet presenting the products of the project as basis for various dissemination and networking activities to ensure the international transfer of experiences made to at least **150 regional (and national) key actors across Europe.**
- The project partners are established information and competence centres, which will serve as examples for a successful implementation of energy certificates on the regional level and will disseminate their practical experiences to key actors in their country and in other European countries.

An optimistic but realistic scenario for the directly achievable energy savings within the project through the approx. 110 energy certificates issued by the project-partners within the project is:

Taking an average public building (e.g. school) and an average apartment block and assuming that in 50% of the buildings getting a certificate easy to realise saving potentials of 10% are realised. Furthermore assuming that in 20% of the buildings a larger renovation is triggered (40% savings), this would lead to **energy savings of roughly 8.000.000 kWh heating energy and 1.250.000 kWh electricity per year** for the 110 buildings.

## TARGET GROUPS AND KEY ACTORS

The main target groups and key actors directly addressed within the project are:

- **Public Authorities:** This group should take the lead to set shining examples for citizens, businesses etc. towards reducing energy consumption in buildings. The Directive underlines this role – it is postulated to display the energy certificates publicly. Public authorities are among supporting partners of the project.
- **Housing companies and their associations:** They are important, because they cover a large building segment and they need the energy performance certificates early after implementation in 2006, when dwellings are going to be rented out or sold. A positive attitude of this group is outstanding important because they have a great multiplying effect while dealing with hundreds of end-users. Housing companies and their associations are supporting partners of the project.
- **Experts,** like employees from energy agencies, engineers, architects and master-builder and their associations: They are important as potential independent experts issuing building certificates.

A step-by-step approach will be taken to inform the big variety of relevant actors. As a matter of limited resources, the activities will focus on key actors with a big impact as multipliers. They should get a positive attitude, see the benefits and should be able also to inform other people.

### The steps in terms of target groups are:

- Key actors, decision makers and multipliers (local authorities, relevant associations of the real estate sector, chamber of commerce and engineers, trade associations etc.) will be informed about the Directive itself, the benefits and the status of implementation.
- Target group oriented information activities to foster the energy performance certificate and prepare the relevant building sectors (incl. related groups like planners, estate agents, banks etc.) for implementation.
- A small but important target group are the decision-makers and advisors on national level, who are responsible for the legal transposition of the Directive into national (and regional) law.

Regular communication with them in each country takes place. The project partners give feedback to them and they are supporting the present project. After the project, when key actors and multipliers have been addressed and when the conditions for the general implementation have been created, information and awareness raising activities for the end

consumers and the broad public should be carried out by the addressed key actors using the results of the projects.

## **WORKPROGRAMM**

The work is structured in 8 work packages.

### **Work Packages:**

Market analysis and raising awareness for the Building Directive

Pilot action on residential buildings

Pilot action on public buildings

Qualification and accreditation of independent experts and quality assurance

Target group oriented dissemination activities and implementation support

International transfer of experience

Common dissemination

Management

For relevant building segments the issuing of energy performance certificates will be tested and the organisational procedures developed as a basis for an accepted, informed and functioning market for energy certificates. A focus in all the countries will be on public buildings as shining examples and on housing companies.

## **CURRENT STATUS OF THE PROJECT**

Each partner performed a short market analysis about the current situation in its region as a basis for the following steps. The regions covered in the analysis are:

- Styria and the City of Graz,
- Region of Berlin,
- the Greater Dublin Area,
- Central Finland,
- Region of Rhone-Alpe
- Slovenia.

### **The market analyses include the following points:**

- Description and analysis of the procedures concerning the erection of new buildings, the renovation of larger buildings, the selling and renting out of buildings and dwellings (actors, legal conditions, where to step in with the requirements of the EPBD )
- How many certificates have to be issued? In what time? Estimation of needed experts and training requirements.
- Documentation of the main features of the calculation methods for the energy performance of buildings in the participating countries in order to facilitate an exchange of intentions and approaches behind the methods

- Documentation of existing experiences with energy performance certificates and the inspection with boilers/air-conditioning systems in the participating regions.
- Description of existing minimum energy performance requirements.

Based on a common framework already worked out by CODEMA, a **marketing strategy** will be elaborated for each of the participating regions, the **first regional frameworks are already realised**.

The purpose of this activity is a strategy for a wider dissemination than the legal obligations and a professional and dedicated planning of the introduction of energy performance certificates into the regional markets. It will take into account the number of people able to deliver the label, the additional costs and the possibility for key actors (including local and regional authorities) to support dissemination.

Main points to be addressed by this strategy - based on the regional policy goals, the legal framework conditions and the market analysis will be:

- Detailed list of targeted bodies
- How to raise best the awareness, attention and interest among the target groups
- How can the demand for energy certificates be activated
- Key actors and target groups needs and proposals for support measures
- Pricing of the certificates and the related services
- Design of the energy performance certificates, coordinated with national activities
- Detailed regional implementation plan for the information and awareness raising activities

The marketing strategy will be developed for the period of about 2 years.

**The first information and awareness raising activities have already been worked out.**

The activities are planned in detail by the partners based on the findings of the market study and the marketing strategy and according to the specific situation in the participating countries/regions. They will put together an optimum mix of different instruments.

The following instruments are already worked out:

- Information folder per region
- Presentations to different stakeholder
- Mailings to target groups
- PR-activities

**Interested housing companies for the pilot energy performance certificates are already identified** through personal contacts of the partners or as a result of the different information activities. The pilot buildings are found on a voluntary basis and are buildings, which so far have not been involved in any activities related to labelling of buildings.

## **ACTUELL RISK CIRCUMSTANCES**

No calculation method will be developed in this project. The availability of the calculation methods and benchmarks in time, so that the pilot actions can be carried out, is a critical point in this project. If in some countries the methods are not yet available, it is foreseen to use the method of another country as preliminary approach (as it is not necessary to have “valid” certificates at this stage of the project). These certificates will be updated until the end of the project to get valid certificates.

Due to the limited time available until 2006 some parallel working is necessary. The project will last the whole year 2006 to guarantee the right take-off of the building directive and to create stable structures of the certification market.

A critical point is the extension of the implementation period for existing buildings till 2009 in some countries.